



Media release: 1 February, 2010

LEARNING SEAT MAKES SENIOR EXECUTIVE APPOINTMENTS

The chief executive officer of Learning Seat, Michael Solomon, today announced two senior executive appointments at Learning Seat.

Former director of sales, Tim Legge, has become general manager of Learning Seat while business manager, Jason Bailey has stepped into the national sales manager role.

The appointments follow the elevation of Mr Solomon to executive director, emerging businesses, News Digital Media. Mr Solomon will retain his role as chief executive officer of the company responsible for strategic direction but has handed over the day-to-day management to Mr. Legge.

As the national sales manager, Mr. Bailey is responsible for new business acquisitions and client relationship management.

On Mr Legge's appointment, Mr Solomon said: "Tim has been instrumental in Learning Seat's successes as the director of sales since joining the team in September last year.

"Under his leadership Learning Seat has secured clients such as Origin Energy, The Exego Group (RepcO), Healthscope, Flight Centre, St Vincent's Hospital Sydney and Connect East."

Mr Legge said: "The online training and compliance market is booming with immense opportunities to grow and diversify in the space. I look forward to tackling this new role and continue the successes of Learning Seat."

On Mr. Bailey's appointment, Mr Solomon said: "Jason is a fantastic operator and has proven ability to secure major deals on a consistent basis."

Mr Bailey said: "There is endless potential for Learning Seat to partner with companies and associations to service their online training and compliance needs. I look forward to building on the momentum Tim has created as sales director of the company."

Prior to Learning Seat, Mr Legge was VIC state manager at FleetPartners where he led the Victorian sales team through a transition period and grew sales through his ability to articulate strategies and implement effective solutions to business problems.

Mr Bailey was NSW/VIC Manager, at IPA – Integrated Solutions, before joining Learning Seat in August last year. In this role, he successfully established and grew a new division within IPA by providing unique sourcing, training and employment solutions to corporate and government in line with their diversity objectives.

In addition to retaining his position as chief executive officer of Learning Seat, in his new role as executive director, emerging markets, News Digital Media, Mr Solomon will also:

- become chairman of online shopping comparison site, GetPrice.com.au
- retain his position on the board of web-based recruitment software provider RecruitAdvantage
- oversee the operations of online ticketing company Moshtix, whose managing director Adam McArthur will now report to Mr Solomon

Mr Solomon was appointed chief executive of Learning Seat in May 2008, joining the company from recruitment company Randstad (then known as Vedior Asia-Pacific) where he was chief operating officer.

Chief executive officer of News Digital Media, Richard Freudenstein said: "Michael has led a remarkable transformation of Learning Seat over the past 18 months, growing revenue and signing up record numbers of new clients even through the economic downturn.

"As a proven business builder, able to identify and realise commercial opportunities, Michael is ideally suited to building NDM's portfolio of alternative revenue streams."

Mr Solomon said "NDM's existing portfolio of emerging businesses – already very successful - has the potential to become a significant source of revenue over the next few years. I look forward to working with the management teams as they grow their businesses."

Prior to this Mr Solomon held the positions of General Manager – Operations at Taverner Hotel Group and South Australian sales director at Lion Nathan.

All appointments are effective immediately.

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About Learning Seat

Learning Seat is the leading Australian supplier of online learning centres for corporate and government entities, with strategic relationships with the major industry peak bodies. Learning Seat has a suite of over 400 online training modules prepared for local requirements, and currently supports over 220,000 users across Australia and internationally, growing at around 7,000 new users per month. Learning Seat helps organisations of all sizes to properly deliver, manage and control the training and information that must be directed to all staff and contractors, from their first contact with the organisation to the last. Learning Seat was established in 2000 and acquired by News Limited in August 2006